

Appl. No. 10/091,163  
Amdt. dated September 9, 2004  
Reply to Office action of July 13, 2004

Docket No. 54317-018700

### AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0017] with the following:

The fold open box comprises a first panel or a first case section 4 generally made from flexible material. For example, a thermoplastic material can be used to manufacture this panel or section. The cover portion 5 could be of different material or could be part of the first case section 4, depending on the manufacturing process involved. In addition the cover 56 could be an integral part of the first panel 4. For the sake of brevity, the combined ~~second~~ first panel 4 and the cover is referred to as the ~~second~~ first panel or ~~second~~ first case section.

Please replace paragraph [0019] with the following:

The first case section or first panel of the display box also has a cutout as is generally depicted along edge 7. The cut-out creates a hollow cavity or a well 16 as shown in FIG. 2. In addition the cut-out portion 7 has a window of a transparent material 8 affixed on it. The window allows for a clear view of an object that may be residing in the box. Alternatively, the cut-out portion 7 may have a mesh screen 31 instead of the window 8. A mesh screen 31 is convenient in case the object in the box is a press down toy (toys that make a sound upon depressing a body part of the toy). The window cutout may also be done in a manner to match the profile of a specific object. For example, a Mickey-Mouse <sup>(TM)</sup> contour may be especially cut out in the first case section thereby providing an exclusive clear view of the Mickey-Mouse <sup>(TM)</sup> toy 9 contained in the box. In another aspect, an ornamentation may be applied to the material on the cut out thereby providing a partial view of the object in the box. In another aspect of the present invention a miniature loudspeaker 32 may be applied on the first case section to enhance the audible effects for a sound generating Mickey-Mouse <sup>(TM)</sup> toy in the box.

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Please replace paragraph [0023] with the following:

The fold open display box has dimensions of the order of a video box that contains videos. The first case section is approximately ~~10 inches~~ 9 inches x 5 inches x 0.5 inch. The second case section is approximately ~~10 inches~~ 9 inches x 1.5 inches x .5 inches.